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**INTERDEPARTMENTAL CITY/AGENCY JOINT PROJECT**

**REQUEST FOR PROPOSAL  
RFP # 01-07/08**

**CIVIC ENGAGEMENT AND PROCESS MANAGEMENT SERVICES**

BIDDERS MAY OBTAIN A COPY OF THE REQUEST FOR PROPOSALS FROM THE COMMUNITY DEVELOPMENT DEPARTMENT, LOCATED AT 276 FOURTH AVENUE IN CHULA VISTA. FOR FURTHER INFORMATION OR FOR TECHNICAL QUESTIONS CONTACT NANCY LYTLE AT (619) 691-5114 OR SARAH JOHNSON AT (619) 585-5748.

**THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR ANY PORTION OF ANY PROPOSAL, OR TO WAIVE ANY IRREGULARITIES OR INFORMALITIES IN THE PROPOSAL (S).**

**ALL PROPOSALS MUST BE SUBMITTED IN SEALED ENVELOPES PLAINLY MARKED WITH THE PROPOSAL NUMBER AND TIME SET FOR DEADLINE. PROPOSALS RECEIVED AFTER 5:00 P.M. ON JULY 26, 2007 WILL BE REJECTED.**

**SARAH JOHNSON  
COMMUNITY DEVELOPMENT**

**NANCY LYTLE  
PLANNING AND BUILDING**

THIS PROPOSAL AND OFFER, SUBJECT TO THE SPECIFICATIONS, TERMS AND CONDITIONS, AND GENERAL PROVISIONS HEREIN, WHEN DULY ACCEPTED BY THE CITY SHALL CONSTITUTE THE CONTRACT BETWEEN THE PARTIES.



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**Interdepartmental City/Agency Joint Project**  
**Request for Proposal**  
**RFP # 01-07/08**  
**Civic Engagement and Process Management Services**

The City of Chula Vista and Chula Vista Redevelopment Agency are requesting proposals for consultant assistance and expertise in designing and managing an innovative community building and civic engagement effort in partnership with other organizations and individuals.

The City of Chula Vista will partner with residents, businesses, property owners, non-profit organizations, schools, faith-based organizations, and other government agencies to identify and achieve common goals in Southwest Chula Vista. Partners will identify and pursue community building activities to comprehensively address community issues, build capacity and improve quality of life for residents. Primary objectives include building partnerships, understanding the community's priorities, and attracting and leveraging resources to achieve a higher quality of life for a portion of the City that exhibits social, political and economic disparity when compared to the rest of the City and region. Refer to the attached exhibits for a White Paper outlining initial concepts for these efforts, a description of the Project Area, and a conceptual illustration of the process.

These new efforts will create synergy and pool resources by strengthening networks and building on existing work and successful enterprises rather than duplicating efforts. They will build on existing City and community efforts to strengthen neighborhoods, improve infrastructure, promote economic development, improve public health, protect the environment, and promote land uses that support alternative transportation and walkable communities. There will be an emphasis on capacity building activities such as Citizen or Leadership Academies, to provide people access to new resources and to encourage broader civic engagement.

Initial steps will include identifying assets and common agendas, building partnerships, undergoing community visioning, and establishing community priorities for change. As community priorities are identified, more focused work programs will develop around priority areas. Some priority areas from the City's perspective will be the development of a legislative agenda for the zoning ordinance update, priorities for the City Capital Improvement Program and Southwest Specific Plan(s). There will be ongoing efforts to engage those parts of the community that are typically less involved, and to employ culturally sensitive outreach methods. A more comprehensive agenda will be developed by the partnership and will likely lead to several focused work programs for established community priorities.



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**Section A. Civic Engagement and Process Management – Scope of Work**

The following tasks shall be performed:

- **Task One – Public Involvement/Partner Conventions**  
Assist the staff in preparing for and facilitating at minimum three rounds of iterative multiple partner conventions/plenary sessions. Prior to these conventions there will be need for considerable outreach to attract and assure widespread attendance. The conventions will then include representatives of the various government jurisdictions, non-profit agencies and institutions, residents and businesses as well as city representatives and staff and each round will have need for a planned agenda, meeting facilitation, hands on working sessions, objectives for outcomes, and follow-up minutes and reporting.
- **Task Two – Mission, Goals and Objectives Development**  
Assist the partnership in developing a more extensive and grass roots inclusive process and product that yields our mission statement, goals and objectives for the Southwest Community Strengthening Strategies.
- **Task Three: Process Management**  
Provide a process management advice, including a process map and timeline, for the Southwest Community Strengthening Strategies. This process map and strategy will be developed with the joint leadership of all our “partner representatives.” It will be iterative and flexible and is expected to be modified frequently to reflect input and ideas from the community and partnership representatives. The map is anticipated to be a visual representation or diagram of a process. It will be used to map progress and help all participants anticipate and know where we have been, where we are going and how they can best participate and influence the overall effort.
- **Task Four– Strategies and tools for engaging less involved members of the community**  
Assist staff, partners and volunteers by providing sample tools and strategies for engaging members and segments of the community that are not currently engaged. We expect the consultant to assist in developing one or more outreach tool kits that can be used by trained volunteers to receive and solicit feedback and input and to get out any messages that are developed by the partnerships. We will need to accomplish this for at least four conceptual phases of outreach: 1) asset and partnership inventory, 2) visioning, 3) priority setting and 4) implementation roadmap.



- **Deliverables: Outreach/Input kit(s) and strategies, flexible and iterative process diagram, timeline and management assistance, mission paper containing goals and objectives, facilitated conventions and plenary meetings and meeting minutes or summaries. A timeline for the dates that the deliverables will be required will be determined during the selection process and will be stipulated in the contract.**

### **Section B. Consultant Experience**

The qualified consultant will have skills, background and experience in process management and facilitation and working with ethnically diverse and economically disadvantaged communities. Experience in grass roots community building and capacity building efforts, as described in Exhibit A, are mandatory. Public sector and municipal experience is preferred. Bilingual or simultaneous translation/interpretation capabilities for Spanish are preferred.

### **Section C. Submittal Requirements**

The proposal deadline is no later than **5:00 p.m. on Thursday, July 26, 2007**. Proposals submitted after the deadline will not be accepted. Proposals shall be submitted to Nancy Lytle, Department of Planning and Building, 276 Fourth Avenue, Planning Counter, Chula Vista, California, 91910. For technical questions about this request for proposal, call Nancy Lytle at (619) 691-5114 or Sarah Johnson at (619) 585-5748.

Seven (7) copies are required for proposal submittal. Proposals should be as brief as possible, while adequately describing how the Consultant will approach the Scope of Work.

Proposals shall include the following:

- Letter of interest
- Understanding of the Project
- Deliverables Per Scope of Work
- Schedule
- Summary of Qualifications Organizational Chart
- Itemized Fee Schedule of the Consultant organization
- Certificate of current Professional Liability Insurance or documented premium cost to obtain. Cost to obtain shall be included in the proposed contract amount.
- Estimate of Hours to be Spent/Person/Subcontractor
- Statement of Offer
- Resumes of personnel proposed for this project



- Related Project Experience
- Client References

The fee schedule prepared for the project should present specific tasks, assigned staff level to complete the task, number of hours per task, hourly rate, and cost for task. The total number of hours to complete the project should also be provided. **The proposal shall contain a statement that all work will be performed at a “not-to-exceed” contract price of \$49,000.00**, and this will become the fixed price upon completion of contract negotiations. The Consultant may be asked to participate in contract negotiations. All applicable costs may be charged to this contract within the negotiated “not-to-exceed” price limit. Appropriate charges shall include wages and salaries, overhead, travel, materials and subcontract costs. The City reserves the right to negotiate material changes in submittals, including fee schedule.

The proposal shall be signed by an individual authorized to bind the Consultant, and shall contain a statement to the effect that the proposal is a firm offer for a 60-day period. The proposal shall also provide the name, title, address and telephone number of individual(s) with authority to negotiate, and contractually bind the company and also who may be contacted during the period of proposal evaluation. It is anticipated that this project will begin in September, 2007. The City is committed in the long term to this effort, but this proposal will occur during our first year of partnership community building and civic engagement.

Conditions for Proposal Acceptance: This Request for Proposal does not commit the City to award a contract or to pay any costs incurred for proposal preparation. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified respondent, or to cancel this Request for Proposal in part or in its entirety. All proposals will become the property of the City of Chula Vista and will not be returned. If any proprietary information is contained in the proposal, it should be clearly identified.

#### **Section D. Desired Insurance to Contract with the City Of Chula Vista**

Confirmation that Consultant has in force no less than the following insurance and the accompanying Additional Insured Endorsement naming the City of Chula Vista:

- a) General Liability: \$1,000,000 per occurrence with the City named as an additional insured. Liability Additional Insured Endorsement must be Primary with respect to City. If Commercial General Liability Insurance with a general aggregate limit is used, the general aggregate limit must be \$2,000,000.



b) Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.

c) Workers' Compensation: Statutory (unless a proprietor)

Employer's Liability: \$1,000,000 each accident; \$1,000,000 disease-policy limit; \$1,000,000 disease – each employee. If you are a sole proprietor without employees, provide a statement to that effect.

d) Professional Liability or Errors & Omissions Liability: \$1,000,000 each occurrence; \$2,000,000 policy aggregate. If Errors & Omissions coverage is written on a claims-made form:

1. The “Retro Date” must be shown, and must be before the date of the contract or the beginning of the contract work.
2. Insurance must be maintained and evidence of insurance must be provided for at least three (3) years after completion of the contract work.
3. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a “Retro Date” prior to the contract effective date, the Consultant must purchase “extended reporting” coverage for a minimum of three (3) years after completion of contract work.
4. A copy of the claims reporting requirements must be submitted to the City for review.

## **Section E. Selection Process**

A selection committee comprised of representatives from City staff and our early partner organizations will be responsible for reviewing the proposals and interviewing the final tier of consultants. Each proposal will be evaluated based on the recommended approach to performing the requested services, proposed fee structure, and the relevant experience and accessibility of the firm and assigned personnel.

The committee will select a group of firms from the initial ranking for further review. Presentations or responses to additional questions regarding the proposals may be required. Interviews will be conducted and it is anticipated that they will be scheduled the week of August 13, 2007.

It is intended that the committee will make recommendations for award in late August 2007. The firm awarded the contract will be required to sign a standard City of Chula Vista two-party agreement, obtain a City of Chula Vista business license, and provide Insurance Endorsements detailed above. It is anticipated that the committee will introduce the selected consultant to decision making bodies in September 2007.



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Attachments: Exhibit A: Community Strengthening Strategies and their Application to  
Southwest Chula Vista – White Paper  
Exhibit B: Vicinity Map of the Southwest Project Area  
Exhibit C: Map of Redevelopment Project Areas, Enterprise Zones and CDBG  
Eligible Areas within the Southwest Project Area  
Exhibit D: Illustrative Process Concept  
Exhibit E: The City of Chula Vista's Standard Two-Party Agreement

cc: Community Strengthening Strategies Email Distribution List